Sreya Ahuja

A designer with a curious mind and a nerdy streak

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I'm a product designer and I enjoy creating experiences that make the complex feel simple, the unfamiliar feel intuitive, and the everyday feel a little more delightful. Over the past 10+ years, I've built strengths in turning ambiguous, high-stakes problems into clear product direction, aligning teams around it, and driving ideas into execution.

I like complicated problems. Not for the complexity itself, but for the patterns hiding within it. From building experiences from scratch to shaping products at scale, I connect the dots across people, products, and systems, navigating competing perspectives and making tough trade-offs. I also mentor designers, helping them grow their thinking and craft.

I'm a designer at heart, but I just see the canvas as considerably bigger than a screen.

EXPERIENCE

- Microsoft
  Dec 2022-now

  Designer II promoted to Senior Designer

  Led 0→1 and large-scale product experiences across OneDrive Photos, SharePoint and Teams, working across consumer and enterprise experiences, AI, creation and cross-platform systems.
  Led OneDrive Photos Slideshow from concept to scale, driving +22.6% memory engagement, +86% discovery and +11.6% sharing, before scaling to millions of sessions. Also shaped Recaps and Year-in-Review experiences, where Seasonal Recap reached 1.6M users and increased sharing by 11%.

  Beyond individual features, built AI-native design systems, evaluation frameworks and agentic workflows that reduced early design exploration time by 50%, while helping establish new ways for product, design and engineering to explore and validate ideas together.

- sugar.fit
  Nov 2020-Dec 2022

  Founding Designer and Head of Design

  Responsible for strategy and design, product management, user research and testing, and brand communication.

  Led the creation of the entire design system and multi-platform experiences for sugar.fit and ultra.fit. Hired and mentor junior designers, agencies, consultants and interns.

  Worked closely with the founders through every phase of user research, lean UX, agile product development and iteration, leading the company to a 40M INR month on month revenue.

- cure.fit
  Aug 2019-Sep 2021

  Senior Product Designer

  Worked across various offerings under the wellness umbrella - food, fitness and health.

  Owned the research and design for all health and medical products end-to-end.

  Worked with product managers, business team and founding team members on determining product-market fit, increasing month on month revenue by 57% and AOV 48%

- blot
  Jul 2018-Jul 2019

  Co-Founder and Designer

  Managed and designed complex systems for various international clients including Vegan League aiming to balance user needs with critical business goals.

SAMSUNG

Jun 2016-Jun 2018

Designer promoted to Senior Designer

Worked on “Make for India” projects and global projects.

Co-ordinated with the headquarters (South Korea) for the gaming ecosystem on Samsung phones with Game Launcher, Game Tools and Game Live (had over 100,000 downloads on the playstore in 6 months). Took projects from research to market release. Also worked on patenting ideas for the niche.

Ensured timely and accurate deliveries for Bixby (Samsung’s Smart Assistant), working hand in hand with Samsung Research America, as part of the voice and intelligence team.

Responsible for making proposals to the management of Samsung R&D India, and other stakeholders.

SAMSUNG

Nov 2015-Mar 2016

Student Trainee (UX Innovation and Strategy)

Worked on analysing Indian buying behaviour and revamping the Samsung e-store.

THINK DESIGN

May 2015-Jul 2015

User Experience Design Intern

Worked on projects for various clients including GE, Axis Bank.

PIIC

Jun 2014-Jun 2015

Design Consultant

Provided visual assets for the company and for the start ups that worked under them, attended investor meetings.

LO Ventures

Aug 2014-Sep 2014

Design Intern

Provided visual assets for clients including Mahindra & Mahindra.

OTHER HUSTLES

ADPList

Speaker and Mentor

Jun 2021 - now

UMO DESIGN

Mentor

Mar 2021 - Aug 2021

blot

Art Therapy

Jun 2018-Dec 2019

EDUCATION

Royal College of Art & Imperial College London

Master's in Research
M.Res, Healthcare and Design
2019-2021

SYMBIOSIS INSTITUTE OF DESIGN

Bachelor's in Design
B.Des, User Experience Design
2012-2016

COURSES AND CERTIFICATIONS

Harvard Business School

Resilient Leadership
Jan 2024

OXFORD UNIVERSITY PRESS

Ethical Research
Jul 2020

Ethical Decision Making
Jul 2020

Udemy

Psychology 101
Dec 2018

Art Therapy for the soul
Oct 2018

HARVARD BUSINESS PUBLISHING

Customer Focus
Feb 2016

Innovation Implementation
Feb 2016

AWARDS AND ACCOLADES

Reimagining Work in an Agent First Enterprise
Microsoft, 2026

Simplifying Product
Microsoft, 2023

Extraordinary Contribution and Commitment
sugar.fit, 2022

Samsung Citizen Award
Technology excellence - development to market
Samsung R&D Institute, 2017